



**U.S. DEPARTMENT OF STATE  
VIRTUAL FELLOWS PROGRAM  
PROJECT DESCRIPTION – PA/OSP**



This project seeks a Virtual Fellow to serve with the **Office of Strategic Planning, Bureau of Public Affairs (PA/OSP)** as **Evaluation and Metrics Specialist**.

**Fellow Location:** The Fellow will serve virtually. Relocation is not required.

**Project Name:** Public Affairs Evaluation Working Group

**Project Description:** The Public Affairs Evaluation Working Group (PA/EvalWG), located within the Office of Strategic Planning (OSP), will develop tools to measure the impact of OSP's strategic communications plans. In December 2014, the United States Advisory Commission on Public Diplomacy released the 2014 Comprehensive Annual Report on Public Diplomacy and International Broadcasting. The Report recommends that PA develop its own capacity to collect data on the reach of and reaction to PA messaging activities. The EvalWG is working to address this recommendation about its projects and is looking for a Fellow with experience and knowledge of metrics and evaluations to assist.

**Potential Fellow Taskings:**

- Develop recommendations for PA bureau-wide procedures for creating metrics as well as collecting and measuring the reach and reaction of PA messaging on domestic and foreign audiences. This includes trends in both short-term outputs and long-term outcomes.
- Review current PA messaging products and identify key evaluation metrics.
- Collaborate with project team using cloud-based services.

**Program Requirements:** The precepts of the Virtual Fellows Program call for Fellows to have a high degree of administrative, professional, or technical knowledge/experience and a minimum of five years of professional experience that is directly applicable to the assigned task.

**Project-specific Knowledge, Skills, or Abilities:**

- Expertise and experience applying data analysis, monitoring, and evaluation in the field of public affairs, public relations, or public policy;
- Familiarity with strategic communications and planning;
- Understanding of traditional media and social media platforms;
- Basic knowledge of data mining and management.

**Clearance:** The Fellow must be a U.S. citizen and must receive a Public Trust determination prior to starting his/her service. The Virtual Fellows Program staff will work with the accepted candidate to obtain the Public Trust determination. (Note: A candidate is NOT required to have a Public Trust determination prior to applying for this project.)

**Remuneration:** The Virtual Fellow will be appointed to the federal civil service as an intermittent, unpaid consultant. The Department assumes no responsibility for providing any salary or benefits to the Fellow in connection with participation in the Program.